

Message Text

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43

ACTION EUR-06

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P R 191300Z JUN 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

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UNCLAS STOCKHOLM 2596

FOR BIC/OIM/PROGDEV/MRD

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: STC ANNUAL MARKET RESEARCH CONTRACT FOR FY-75

REF: 1 STOCKHOLM 2153 2) CONTRACT S-50-FA-351-FY-74;

3) STC/OIM TELCON JUNE 14, 1974

1. PARSONS, CONTRACTOR REFERENCE TWO NOW ONLY KNOWN LOCAL MARKET RESEARCH FIRM WILLING WORK WITHIN OIM PRICE GUIDELINES AND COMPETANT HANDLE RANGE STUDIES ASSIGNED. STC HAS ON-GOING PROGRAM EXPAND OUR ROSTER OF QUALIFIED MARKET RESEARCH CONTRACTORS, AND HAVE ALREADY IDENTIFIED AND REPORTED ON, AMONG OTHERS, ANDREW KARNIG AND ASSOCIATES (AKA), INTERMARKET CO. AB, AND CASTEN VON OTTER MARKETING AB. WHILE THESE FIRMS ALL DEMONSTRATE VARYING DEGREES PROMISE AND PROVEN COMPETANCE, STC DOES NOT YET HAVE ENOUGH SATISFACTORY EXPERIENCE WITH ANY OF THEM TO RECOMMEND A MULTIPLE CONTRACT OR FOR SURVEYS WHOSE SUBJECTS ARE NOT YET DETERMINED. PARSONS, ON THE OTHER HAND, HAS COMPLETED MORE THAN A DOZEN STUDIES FOR BIC/OIM, AND HAS PROVEN ABILITY PRODUCE SUPERIOR SURVEYS OVER WIDE RANGE OF PRODUCT CATEGORIES. IT IS NOW DIFFICULT DEVELOP SUFFICIENT EXPERIENCE WITH SEVERAL NEW DONTRACTORS GIVEN LIMITED NUMBER CONTRACTS NOW PLACED ANNUALLY. HOWEVER, WE HOPEFUL FOR FUTURE FYS. THE OTHER CATEGORY OF POTENTIAL BIDDERS ARE THOSE CONTRACTORS WHO HAVE IN THE PAST DONE NUMBER OF SURVEYS, SUCH AS SQUIRES OR

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IMI. THESE FIRMS HAVE, HOWEVER, EITHER PRICED THEM-

SELVES SEVERAL THOUSAND DOLLARS ABOVE OUR GUIDELINES,
OR HAVE NOW BEEN JUDGED BY THE STC AND OIM DEFICIENT
IN THE QUALITY OF SERVEYS PRODUCED.

2. PARSONS BID FOR FY-75 IS DOLLARS THREE THOUSAND
FIVE HUNDRED PER STUDY IF CONTRACT TERMS AND RESEARCH
SPECIFICATIONS SIMILAR TO FY-74, WHICH WE CONSIDER
FAIR IN VIEW SWEDISH INFLATION AND CONTINUED LOW VALUE
OF DOLLAR (CURRENTLY \$1.00 - SKR 4.25). PARSONS ON
VACATION UNTIL FIRST WEEK JULY. STC WILL CONTACT HIM
THEN RE POSSIBILITY FURTHER NEGOTIATION
SHOULD BIC/OIM SO REQUIRE.

3. PLEASE ADVISE SOONEST. STRAUSS-HUPE

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